

ORDER



Orders
Order / Rev: 714691
Alt Order #: 06322694
Product Desc: GRAVES FOR CONGRESS
Estimate: GRAVES FOR CONGRESS
Flight Dates: 09/19/12 - 09/23/12
Original Date / Rev: 09/18/12 / 09/18/12
Order Type: Political

KARE

Primary AE: Jim Quinn
Sales Office: T-PHI
Sales Region: NAT

Agency
Name: Media Strategies & Research/ POL
Buying Contact:
Billing Contact:
 11350 Randon Hills Road, Suite 670
 Fairfax, VA 22030

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: GRAVES/J/D/CONGRESS
Demographic: A25-54
Product Codes: PL-US House Representative
Priority: P-2
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/22/12	17	\$12,950.00	\$11,007.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	17	\$12,950.00	\$11,007.50	0.00
Totals	17	\$12,950.00	\$11,007.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KARE	23%	\$12,950.00
Market	100%	\$56,304.35

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KAWB	0%	\$0.00
KAWF	0%	\$0.00
KCCO	0%	\$0.00
KCCW	0%	\$0.00
KFTC	0%	\$0.00
KMSP	0%	\$0.00
KMWB	0%	\$0.00
KPXM	0%	\$0.00
KRWF	0%	\$0.00
KSAX	0%	\$0.00
KSTC	0%	\$0.00
KSTP	0%	\$0.00
KTCA	0%	\$0.00
KTCI	0%	\$0.00
KWCM	0%	\$0.00
UNKWN	77%	\$43,354.35
WCCO	0%	\$0.00
WFTC	0%	\$0.00

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Advertiser: GRAVES/J/D/CONGRESS
 Product Desc: GRAVES FOR CONGRESS
 Estimate: GRAVES FOR CONGRESS
KARE

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KARE	09/21/12	09/21/12	M-F 5-6a KARE First Edition M-F	CM	5-6a	----F--	:30	1	\$200.00	P-2	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/17/12	09/23/12	----F--		1				\$200.00		0.00			
N 2	KARE	09/20/12	09/21/12	M-F 6-7a KARE 11 Sunrise M-F	CM	6-7a	---11--	:30	2	\$700.00	P-2	0.00	NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/17/12	09/23/12	---11--		2				\$700.00		0.00			
N 3	KARE	09/20/12	09/21/12	Today Show Today Show	CM	7-9a	---11--	:30	2	\$550.00	P-2	0.00	NM	2	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/17/12	09/23/12	---11--		2				\$550.00		0.00			
N 4	KARE	09/22/12	09/22/12	Sat 8-10a KARE 11 Saturday	CM	8-10a	-----S-	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/17/12	09/23/12	-----S-		1				\$500.00		0.00			
N 5	KARE	09/20/12	09/20/12	M-F 9-10a TODAY	CM	9-10a	---T---	:30	1	\$200.00	P-2	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/17/12	09/23/12	---T---		1				\$200.00		0.00			
N 6	KARE	09/21/12	09/21/12	M-F 3-4p DR OZ	CM	3-4p	----F--	:30	1	\$275.00	P-2	0.00	NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/17/12	09/23/12	----F--		1				\$275.00		0.00			
N 7	KARE	09/19/12	09/20/12	M-F 430-5p Jeopardy	CM	430-5P	--11---	:30	2	\$650.00	P-2	0.00	NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/17/12	09/23/12	--11---		2				\$650.00		0.00			
N 8	KARE	09/21/12	09/21/12	M-F 4-430p KARE 11 4 News	CM	4-430P	----F--	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/17/12	09/23/12	----F--		1				\$250.00		0.00			
N 9	KARE	09/19/12	09/19/12	M-F 5-530p KARE 11 5 News	CM	5-530p	--W----	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/17/12	09/23/12	--W----		1				\$1,200.00		0.00			
N 10	KARE	09/20/12	09/20/12	M-F 6-630p KARE 11 6 News	CM	6-630p	---T---	:30	1	\$1,300.00	P-2	0.00	NM	1	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/17/12	09/23/12	---T---		1				\$1,300.00		0.00			
N 11	KARE	09/21/12	09/21/12	M-F 630-7p Entertainment Tonight	CM	630pm-7pm	----F--	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/17/12	09/23/12	----F--		1				\$1,200.00		0.00			
N 12	KARE	09/21/12	09/21/12	Fri Prime DATELINE	CM	Fri Prime (9:00 PM-10:00 PM)	----F--	:30	1	\$1,250.00	P-2	0.00	NM	1	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/17/12	09/23/12	----F--		1				\$1,250.00		0.00			
N 13	KARE	09/20/12	09/20/12	M-F 10-1035p KARE News 10p	CM	KARE News 10p	---T---	:30	1	\$2,200.00	P-2	0.00	NM	1	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/17/12	09/23/12	---T---		1				\$2,200.00		0.00			
N 14	KARE	09/19/12	09/19/12	Tonight Show Tonight Show	CM	1035pm-1135pm	--W----	:30	1	\$575.00	P-2	0.00	NM	1	\$575.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/17/12	09/23/12	--W----		1				\$575.00		0.00			
Totals													17	\$12,950.00	